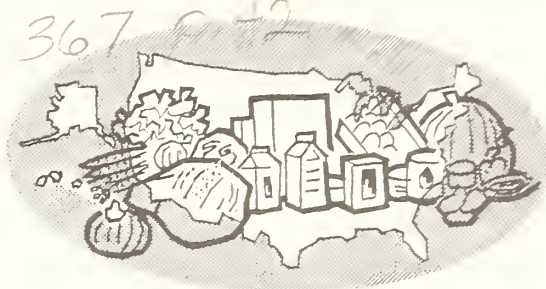


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ERS 366 p. 38; ERS 367 p. 22
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NATIONAL FOOD SITUATION

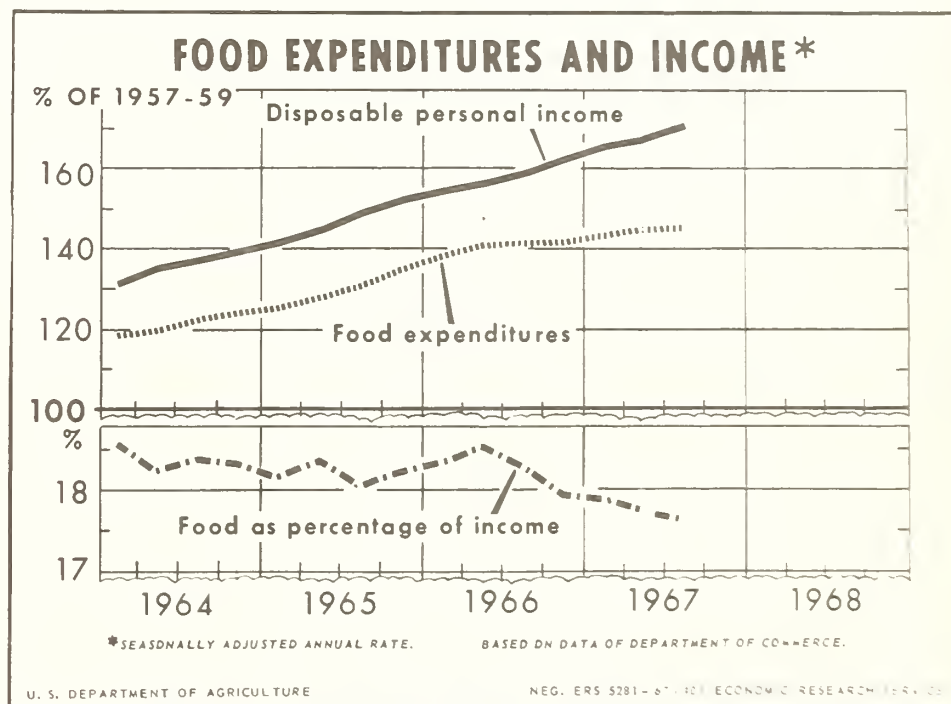


NFS-122

For P.M. Release, November 15, 1967

Food expenditures are totaling around \$96-1/2 billion in 1967, about 4 percent more than in 1966. The gain is not as great as the 7-percent rise in disposable income. As a result, the percentage of income being spent for food this year is declining to about 17.7 percent, compared with 18.3 percent in 1966.

Food expenditures in 1968 likely will increase at about the same rate as in 1967, but the percentage of income going for food probably will remain around the 1967 level.



IN THIS ISSUE

Expenditures For Food Away From Home

Nutritional Review

Household Use of Food, 1955-65

Published quarterly by

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Table 1.—Volume of farm marketings and home consumption 1/

Item	1947-49 average	1960	1961	1962	1963	1964	1965	1966	1967 indica- tions 2/	1967 as a percentage of 1947-49	1966
										Percent	Percent
Marketings and home consumption of all farm commodities.....	86	107	108	109	114	116	116	118	121	141	103
Food marketings and home consumption..	87	104	107	107	111	113	115	117	121	139	103
Food marketings.....	82	105	109	109	113	116	118	120	125	152	104
Total food livestock 3/.....	79	104	108	110	114	118	118	121	124	157	102
Meat animals.....	81	105	108	110	116	121	121	124	128	158	103
Poultry and eggs.....	66	105	113	113	116	121	126	134	141	214	105
Dairy products.....	84	102	106	107	107	110	108	105	105	125	100
Total food crops 4/.....	98	108	110	107	110	110	116	118	127	130	108
Food grains 5/.....	102	117	114	102	111	109	120	122	138	135	113
Vegetables 6/.....	91	104	109	110	110	107	108	112	116	127	104
Fruit and nuts 7/.....	92	99	103	107	101	106	112	114	118	128	104
Sugar crops.....	78	105	115	117	152	155	144	140	137	176	98
Home consumption.....	161	87	81	75	73	66	60	55	52	32	95
Livestock.....	159	82	75	73	69	63	56	52	49	31	94
Crops.....	168	98	94	80	83	73	70	62	61	36	98
Nonfood marketings 8/.....	82	114	110	116	125	125	120	121	121	148	100

1/ Quantities of farm products weighted by average 1957-59 farm prices since 1955, 1947-49 prices in earlier years. Excludes Alaska and Hawaii. 2/ Indications for 1967 are based on calendar-year quantities estimated as of October 1, 1967. 3/ Includes honey. 4/ In addition to the crops listed below, includes peanuts, peppermint, popcorn, and spearmint. 5/ Wheat, rye, rice, and buckwheat. 6/ Truck crops for fresh use and processing, potatoes, sweetpotatoes, dry edible beans, dry field peas, mung beans, and melons 1955 to date. 7/ Except peanuts and, beginning 1955, melons. 8/ There are no nonfood items in the home consumption index.

Table 2.—Food consumption per capita 1/

Selected years	:	:	:	:	:	:	:	Fruits 2/			Vegetables 3/			:	:	:	:	:	All food		
	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
	Meat:	Poul-try	Fish:	Eggs:	Dairy, ex-cluding butter	Fats and oils, in-cluding butter	Fresh:	Proc-essed:	Total:	Fresh:	Proc-essed:	Total:	Pota-toes and sweet-pota-toes	Cereal: prod-ucts	Sugar: and sweet-eners	Coffee, tea and cocoa	Animal prod-ucts:	Crops: 4/	Total:		
1910	:	96	49	107	82	70	101	148	14	80	114	24	85	208	149	54	65	87.2	87.0	86.9	
1920	:	90	45	113	81	80	91	154	31	92	119	30	90	163	129	63	79	85.4	87.7	86.2	
1930	:	85	52	97	89	83	113	145	35	89	126	47	100	138	131	85	81	86.3	95.7	89.9	
1940	:	93	52	102	86	87	115	153	57	105	130	57	107	127	120	86	101	91.0	100.7	94.8	
1941	:	94	56	108	84	90	116	161	53	107	129	61	107	134	121	94	104	92.3	103.6	96.7	
1942	:	93	63	84	84	96	112	137	52	94	134	67	112	136	122	83	86	93.5	99.2	95.6	
1943	:	98	78	75	92	96	97	122	45	84	139	61	114	137	135	77	81	96.2	98.7	97.0	
1944	:	103	70	84	94	98	96	146	45	95	147	61	119	145	124	84	96	98.4	103.0	100.1	
1945	:	97	76	94	107	104	91	144	57	101	150	74	126	129	130	69	100	99.4	104.0	101.0	
1946	:	102	70	101	101	110	91	144	78	111	139	83	121	128	128	74	122	101.6	106.6	103.5	
1947	:	102	64	96	104	104	97	149	67	108	127	76	111	126	115	94	108	100.0	103.8	101.4	
1948	:	95	63	101	106	100	95	138	69	104	125	72	108	105	114	89	112	96.0	101.7	98.1	
1949	:	95	67	102	105	99	98	135	73	104	118	75	104	109	113	91	115	96.1	101.5	98.1	
1950	:	95	73	111	108	99	104	120	79	100	114	81	104	105	112	101	103	97.6	102.5	99.4	
1951	:	90	77	106	109	99	94	125	78	102	111	84	103	105	115	94	105	95.8	100.8	97.6	
1952	:	95	80	105	109	100	97	120	88	104	108	88	103	95	113	98	105	98.1	102.1	99.5	
1953	:	102	79	103	106	99	98	113	90	102	106	91	102	100	110	97	107	100.0	101.6	100.5	
1954	:	101	84	104	105	100	102	108	91	101	104	90	100	100	108	99	95	100.2	100.9	100.4	
1955	:	106	79	97	104	101	103	102	98	100	104	96	102	101	102	100	96	101.7	100.4	101.1	
1956	:	108	88	98	103	102	101	103	100	102	103	98	102	97	101	101	101	103.6	100.6	102.3	
1957	:	102	94	97	102	101	99	101	103	102	102	98	101	98	99	98	100	100.6	99.6	100.2	
1958	:	97	101	98	99	100	100	98	97	97	99	101	100	97	101	101	98	98.5	99.4	98.9	
1959	:	101	105	105	99	100	101	101	100	101	98	101	99	105	100	101	102	100.9	101.0	101.0	
1960 5/	:	102	102	98	94	99	99	97	102	99	100	103	101	109	100	102	101	99.7	101.5	100.5	
1961	:	101	112	102	92	98	99	93	99	96	97	104	99	111	99	102	102	99.9	100.7	100.3	
1962	:	102	110	101	92	98	100	89	103	95	94	109	99	113	98	103	103	100.2	100.7	100.4	
1963	:	105	112	102	89	98	101	80	94	87	94	109	99	118	97	103	106	101.4	100.3	100.9	
1964	:	108	114	99	89	98	103	85	91	88	93	111	98	121	98	103	103	102.8	100.8	101.9	
1965	:	104	122	103	88	98	102	87	96	92	93	116	99	127	98	103	100	101.1	102.0	101.5	
1966	:	106	131	100	88	98	102	88	97	92	93	118	100	138	97	104	101	102.1	103.2	102.6	
1967 6/	:	109	139	101	92	97	101	88	106	96	94	118	101	142	97	104	102	104.2	104.3	104.2	

1/ Civilian consumption, beginning 1941. Individual food items are combined in terms of 1947-49 retail prices through 1954, 1957-59 retail prices thereafter; indexes are linked at 1955. 2/ Excluding melons and baby food. 3/ Excluding soups, baby food, dry beans and peas, potatoes, and sweetpotatoes. 4/ Including melons, dry beans and peas, nuts, soups, and baby food in addition to groups shown separately. 5/ 50-State basis beginning 1960. 6/ Preliminary.

Table 19.--Changes in household use of food, 1955 to 1965 -Continued

Food	Quantity used per week						Money value per week 1/		
	Per household		Percent change	Per person			Per household		Percent change
	1955	1965		1955	1965		1955	1965	
	Lb.	Lb.	Pct.	Lb.	Lb.		Dol.	Dol.	Pct.
<u>Potatoes and sweetpotatoes</u>	6.23	5.37	-14	1.87	1.63		.53	.76	43
Potatoes									
Fresh	5.82	4.71	-19	1.75	1.43		.40	.49	22
Frozen	.04	.17	325	.01	.05		.01	.04	300
Chips, sticks	.12	.22	83	.04	.06		.09	.15	67
Sweetpotatoes, fresh	.19	.11	-42	.06	.03		.03	.02	-33
Other sweet and white (canned, dehydrated, salad)	.06	.16	---	.02	.05		.01	.05	---
<u>Flour and cereals</u>	5.87	4.69	-20	1.76	1.42		.92	1.04	13
Flour	2.66	1.56	-41	.80	.47		.26	.16	-38
Prepared mixes 4/	.60	.48	-20	.18	.15		.16	.14	-12
Breakfast cereals	.85	1.06	25	.26	.32		.25	.44	76
Hot	.25	.28	12	.08	.08		.05	.06	20
Cold	.59	.79	34	.18	.24		.20	.38	90
Other, including macroni products	1.75	1.58	-10	.53	.48		.25	.29	16
<u>Bakery products</u>	6.70	7.64	14	2.01	2.32		1.65	2.33	41
Bread	4.71	4.36	-7	1.41	1.32		.89	.95	7
Other	1.99	3.28	65	.60	1.00		.77	1.39	81
<u>Sugar, sweets</u>	4.15	3.70	-11	1.25	1.12		.80	.89	11
Sugar	2.75	2.33	-15	.83	.71		.30	.28	-7
Sirup, molasses, honey	.43	.40	-7	.13	.12		.09	.11	22
Jelly, jam	.59	.45	-24	.18	.14		.19	.19	0
Candy, topping	.37	.52	41	.11	.16		.23	.31	35
<u>Beverages, excluding alcoholic</u>	---	---	---	---	---		1.38	1.76	28
Coffee	.80	.74	-8	.24	.23		.83	.71	-14
Soft drinks and fruit ade	3.00	6.11	104	.90	1.86		.36	.84	133
Other (tea, cocoa) 5/	---	---	---	---	---		.19	.20	---
<u>Soup, other mixtures</u>	1.53	1.95	27	.46	.59		.50	.79	58
<u>Other foods (nuts, condiments, leavenings) 6/</u>	---	---	---	---	---		.55	.68	---
<u>Total food</u>	---	---	---	---	---		24.43	27.82	14
<u>Alcoholic beverages 7/</u>	---	2.23	---	---	.68		.75	1.07	43
<u>Food and alcoholic beverages</u>	---	---	---	---	---		25.18	28.90	15

1/ Includes money value of food federally donated, home produced, and received as gift or pay, valued at retail prices.

2/ Quantity of whole fluid milk to which dairy products are equivalent in calcium.

3/ Includes half-and-half and cream substitutes.

4/ Includes pancake, biscuit, cake, cookie, pie, and other mixes for baked goods.

5/ Includes data for purchases rather than consumption of tea.

6/ Data for spices, extracts, and other seasonings are for purchases rather than consumption.

7/ 1955 data are for purchases; 1965 data are for consumption

Source: Food Consumption of Households in the United States, Spring 1965--A Primary Report, ARS 62-16, August 1967 and: Food Consumption of Households in the United States, 1955 Household Food Consumption Survey, Report No. 1, December 1956.

NOVEMBER 1967

ERS-367
pp 42-48EXPENDITURES FOR FOOD AWAY FROM HOME 1/

Reprinted Dec 1967

Several sources provide data on U.S. expenditures for food away from home. This report is based primarily on nationwide household food consumption surveys conducted by the Department of Agriculture in 1955 and 1965 and on per capita expenditures computed from Department of Commerce data.^{2/} Data from the 1963 Census of Business and from Survey of the Market for Food Away From Home ^{3/}also are presented to give a picture of the away-from-home market.

About three-fifths of the approximately \$30 billion away-from-home food and beverage bill is spent in eating and drinking places which include restaurants, lunchrooms, cafeterias, refreshment stands, and catering establishments.

About one-fifth of the bill (at retail prices) goes to institutions such as hospitals, homes for the aged, colleges, religious homes, camps, and schools. Around one-tenth of the total goes to hotels and motels. The remainder of the away-from-home food bill is scattered among a great variety of establishments each of which takes less

than 3 percent of the total. These places include drug, candy, and department stores; specialty food stores such as delicatessens, bakeries, and dairies; movies, pool halls, and private clubs; and factories and other business establishments.

There is a small regional variation in the pattern of eating out. Southerners spend a slightly higher proportion of their away-from-home dollars at cafeterias and drug stores and a smaller proportion in restaurants than northerners or westerners. Westerners spend the highest proportion in restaurants.

Trends in Expense for Eating Out

The total consumer bill for purchased meals and beverages (including alcoholic beverages) has risen at a faster rate than the population. Expenditures per capita increased steadily since the early 1950s and accelerated after 1963 (fig. 11). When these expenditures are expressed in constant 1958 dollars, the picture changes to one of decreasing per capita expenditures up to 1961 and a steady increase after 1963. By 1966 the average was slightly above the earlier peak in 1953. Nonpersonal expenditures such as business firms' purchases of meals and beverages--which probably increased significantly--are not included in these data.

The index of prices for food away from home increased much more rapidly than the index for food at home. Changes in prices for food away from home have followed changes in prices of all consumer services. Both have risen more rapidly than most other components of the Consumer Price Index. Prices of meals in

1/ By Corinne Le Bovit, Food Consumption Section, ERS.

2/ U.S. Department of Commerce, Survey of Current Business; U.S. Department of Agriculture, ARS and AMS, Household Food Consumption Survey 1955, Reports 1-5; U.S. Department of Agriculture, ARS, Money Value of Food Used by Households in the U.S., Spring 1965, Preliminary Report; and unpublished data.

3/ U.S. Department of Agriculture, ERS, Survey of the Market for Food Away From Home. A Preliminary Overview of Basic Tabulations from Phase I of the Survey.

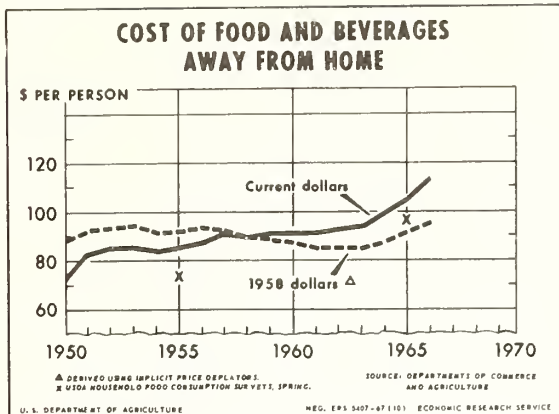


Figure 11

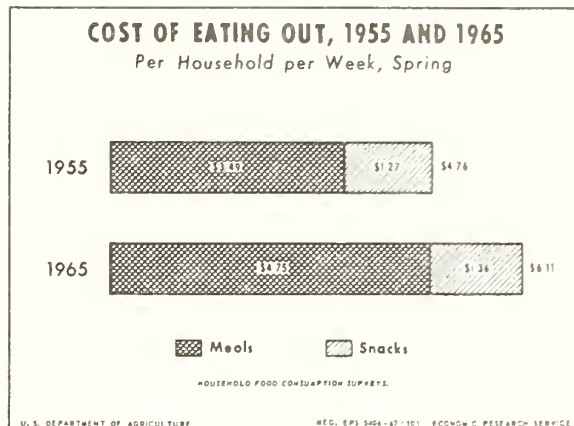


Figure 12

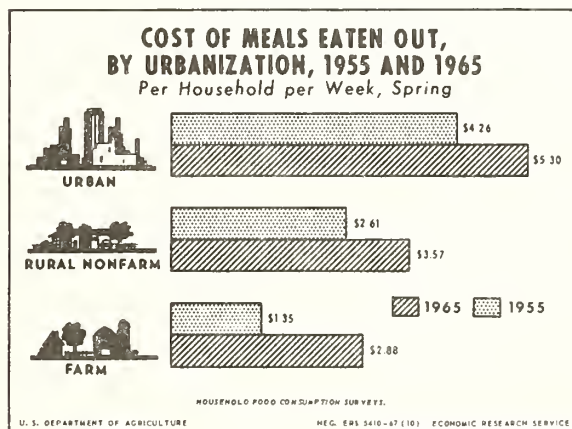


Figure 13

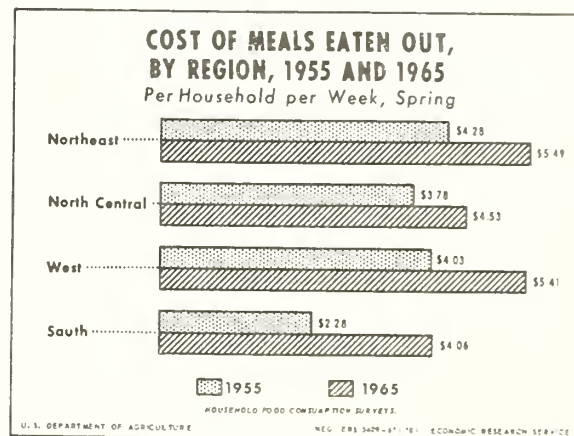


Figure 14

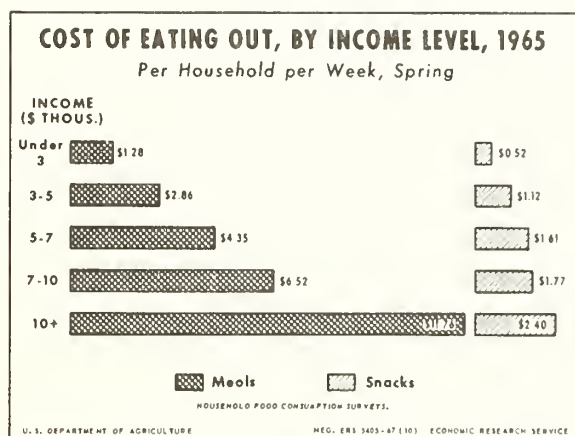


Figure 15

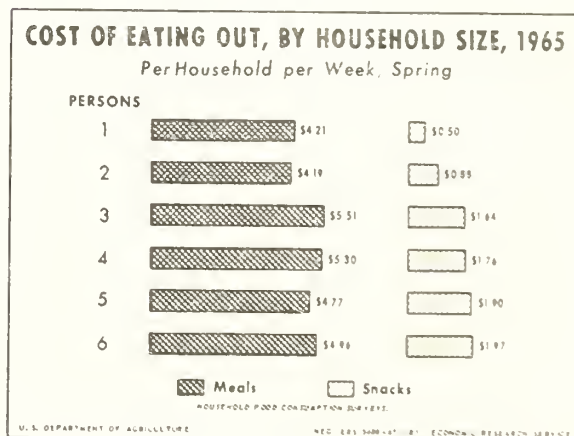


Figure 16

public eating places are greatly affected by nonfood costs such as wages and salaries, rent and other property cost, taxes, maintenance, and equipment.

Around 20 percent of total consumer expenditures for food and beverages has gone for meals out over most of the period since 1950, according to Department of Commerce data. However, some increase in this percentage has taken place since 1964. Apparently families adjusted to higher prices by keeping fairly constant the percentage of their food dollar allotted to eating out.

Data from the 2 national household food consumption surveys generally support the trend in the Commerce data. U.S. families spent an average of about \$6 a week in the spring of 1965 and \$4 $\frac{3}{4}$ in 1955 on food and beverages (including alcoholic drinks) purchased and eaten away from home. It amounted to \$97 per person in 1965 and \$74 in 1955, assuming that expenditures in other seasons were the same as in the spring (fig. 11).

These expenditures include taxes and tips and all food and alcoholic beverages purchased at public eating places, carryout shops, hospitals, and schools by all members of the families surveyed, including that purchased for guests. The surveys were primarily studies of food used at home. As a result, households in which no one had eaten at least 10 meals at home during the previous week were excluded. Therefore, eating out was understated by the exclusion of those eating most of their meals out. Estimated expenditures for the year may be understated due to more eating out during vacations in the summer than during the spring survey period. Since the homemaker was usually the person interviewed she may have underreported expenditures by other family members, particularly for away-from-home drinking.4/

Most of the increased spending between 1955 and 1965 was for meals;

very little for snacks (fig. 12).5/ The proportion of families reporting snacks bought and eaten away from home decreased from 6 out of 10 in 1955 to a little under 5 out of 10 in 1965. During the same period, consumption of snack-type foods at home increased. Households reported considerably higher home consumption in 1965 of soft drinks, punches and ades,

4/ Even though expenditures from the food survey and from the Department of Commerce include the same components, they differ by 9-percent (table 20). Bureau of Census data give an indication of the proportion of alcoholic beverages in the away-from-home market (about one-fourth). However, Census data include only establishments primarily engaged in selling merchandise (not services) to personal, household, and farm users. They exclude hotels, places of recreation, clubs, factories, and institutions. The ERS survey gives the most complete picture of the market for food away from home. Addition of expenditures for alcoholic beverages and tips might raise the total from \$21.5 billion to about \$29 billion. Further addition of school lunches would bring the retail value of the entire civilian away-from-home market to about \$30 billion. The difference of over \$10 billion between the \$20 billion Department of Commerce figure and the estimated total built up from ERS data plus alcoholic beverages, tips, and school lunches is due mostly to Commerce's omission of business firms' spending for food and beverages, and to a smaller extent to omission of employee meals at eating places (included in figures for food furnished employees) and to cost of meals included in the bill for other services such as those of hospitals, airlines, summer camps. Some of the difference is also caused by ERS pricing of institutional meals at their equivalent costs at public eating places and Commerce's recording them at wholesale costs.

5/ Snacks were defined as away-from-home purchases of between-meal food and beverages or beverage supplements to meals carried from home.

Table 20.--Alternative measures of away-from-home food expenditures in 1965

Source	Expenditures for eating out				
	Items included			Total amount	
	Tips and taxes	Expense account spending	School lunches	Food only	Food and alcoholic beverages
				Bil. dol.	Bil. dol.
<u>Department of Commerce</u>					
Purchased meals and beverages	x		x		20.0
Plus food furnished commercial and Government employees	x		x		21.5
<u>Bureau of Census 1/</u> (retail trade only)		x		14.7	19.8
<u>ERS Survey of Market for Food</u> <u>Away From Home</u>					
Public eating places, retail trade only		x		14.7	
Public eating places, all		x		18.1	
Public eating places and institutions		x		21.5	
<u>1965 Household Food Consumption</u> <u>Survey</u>	x		x		18.2

1/ 1963 Census adjusted for 1965 population and prices. Excludes meals at hotels, places of recreation, clubs, factories, and institutions which are included in data from other sources.

potato chips, crackers, cookies, doughnuts, ice cream, candy, and peanut butter. Even the greater use of cheese and lunch meats may in part be due to more home snacking. The continuing move to the suburbs, the increased proportion of children in the population, and television may explain the shift to snacking at home.

Urbanization Differences

In both 1965 and 1955 urban families spent more dollars and a higher proportion of the food and beverage dollar for meals eaten out than did farm families (table 21, fig. 13). However, expenditures for meals eaten out by farm families more than doubled between 1955 and 1965 and increased only by one-fourth for city dwellers.

Similarly, city families spent the most for snacks, farm families the least. In 1965 city dwellers spent no more on snacks away from home than they had in 1955, but farmers spent one-fifth more. Fewer households in each urbanization reported buying snacks in 1965 than in 1955. The average expense for those households buying snacks was higher in 1965 for each group, but the increase was greater for farm than for city families.

Regional Differences

Expenditures for meals away from home in 1965 was highest in the Northeast and the West and lowest in the South (fig. 14). The proportion of households reporting buying meals was about the same in each of the 4 regions.

Compared with 1955, families in the South increased their expenditures for meals eaten out much more than those in the rest of the country. Southern spending for meals rose over 75 percent during the decade compared to about a 30-percent rise in the Northeast and West and only 20 percent in the North Central region.

Northeastern families also spent the most for snacks in 1965. The next highest

spenders were those in the South with the lowest in the West. However, Southern farm families were found to spend more for snacks (\$1.25 on the average) than farm people in the rest of the country (under \$1.00).

Income Differences

As expected, high-income families spent more for food away from home in Spring 1965 than did those with low incomes. They also allotted a much larger proportion of their food and beverage dollar to eating out--26 percent for those with incomes over \$10,000 compared to 9 percent for those with incomes under \$3,000.

Expenditures for meals eaten out were more closely related to family income than expenditures for snacks (fig. 15). Families with incomes over \$10,000 spent nearly 10 times as much for meals eaten out as did those with incomes under \$3,000, but less than 5 times as much for snacks.

Income-expenditure relationships for meals were the same for city as for farm families at incomes under \$5,000, but as incomes rose above \$5,000 expenditures for eating out rose more rapidly for city dwellers than for farmers.

Between 1955 and 1965, income relationships for urban families changed little. However, for farm families expense for meals was more closely related to income in 1965 than in 1955.

Household Size Differences

Average expense for meals in public eating places in 1965 bore little relationship to the number of persons in the household (fig. 16). Families of 3 or 4 persons spent a little more than either larger or smaller families. Fewer 1- and 2- person households reported buying meals out. But, their expenditures based on those reporting such an expense was somewhat larger. One-person households who bought meals spent an average of \$10 a week; 2-person households spent \$8.80 and 3-person, \$8.70. Expenditures were

Table 21.--Household expense for food away from home, Spring 1965

Region urbanization, 1964 money income after taxes	Expense per household per week				Households reporting in a week			
	Total				Bought			
	Value	Percent of all food 1/	Meals	Snacks	Any	Meals	Snacks	Meals not bought 2/
	Dollars	Percent	Dollars	Dollars	Percent	Percent	Percent	Percent
United States 3/								
All urbanizations	6.11	17	4.75	1.36	70.1	56.5	46.8	33.0
Under \$3,000	1.80	9	1.28	0.52	42.1	30.3	26.0	30.7
\$3,000-\$4,999	3.98	13	2.86	1.12	66.9	48.6	45.4	31.7
\$5,000-\$6,999	5.97	16	4.35	1.61	76.7	60.7	51.4	31.8
\$7,000-\$9,999	8.30	19	6.52	1.77	85.4	73.8	58.5	34.6
\$10,000 and over	14.16	26	11.76	2.40	91.8	83.3	65.1	41.1
Urban 3/	6.78	19	5.30	1.48	72.3	59.1	49.1	32.6
Under \$3,000	1.81	10	1.29	0.52	43.6	31.1	27.5	32.1
\$3,000-\$4,999	4.17	14	3.01	1.16	67.1	49.2	45.6	31.3
\$5,000-\$6,999	6.28	17	4.64	1.64	77.9	62.1	51.8	29.7
\$7,000-\$9,999	8.75	20	6.81	1.94	86.7	74.9	61.1	33.9
\$10,000 and over	15.15	27	12.58	2.57	92.9	85.0	67.6	40.9
Rural nonfarm 3/	4.69	14	3.57	1.12	65.3	51.1	42.0	35.4
Under \$3,000	1.74	9	1.24	0.50	37.2	26.9	22.2	29.0
\$3,000-\$4,999	3.53	11	2.47	1.06	67.0	47.4	45.4	34.7
\$5,000-\$6,999	5.37	14	3.73	1.64	74.5	57.7	51.9	38.6
\$7,000-\$9,999	7.02	16	5.80	1.22	82.3	71.8	50.4	37.1
\$10,000 and over	10.77	21	9.01	1.76	90.4	79.8	57.7	43.3
Rural farm 3/	3.82	11	2.88	0.94	62.0	48.0	38.8	28.7
Under \$3,000	1.94	7	1.33	0.61	47.7	35.2	28.7	26.6
\$3,000-\$4,999	3.77	11	2.84	0.93	64.6	47.6	43.7	26.1
\$5,000-\$6,999	4.36	11	3.22	1.13	70.6	54.6	42.9	30.9
\$7,000-\$9,999	5.58	13	4.32	1.26	74.0	62.9	47.6	33.4
\$10,000 and over	7.68	16	6.10	1.58	75.8	64.2	45.3	35.3
Northeast:								
All urbanization	7.26	18	5.49	1.78	73.5	59.8	52.2	29.9
Urban	7.80	20	5.93	1.87	73.7	60.7	52.9	28.0
Rural nonfarm	5.56	14	4.06	1.50	74.1	57.4	50.9	36.7
Rural farm	3.91	10	3.01	0.90	56.9	48.8	35.8	29.3
North Central:								
All urbanization	5.74	16	4.53	1.21	67.5	54.6	41.7	33.1
Urban	6.58	19	5.13	1.45	69.9	56.3	45.7	32.9
Rural nonfarm	4.12	12	3.38	0.73	62.2	51.4	32.7	33.9
Rural farm	3.66	10	3.00	0.65	63.1	50.2	35.5	31.8
South:								
All urbanization	5.35	17	4.06	1.30	69.8	55.1	49.6	33.4
Urban	5.90	19	4.54	1.37	74.3	59.8	53.4	33.2
Rural nonfarm	4.67	15	3.50	1.17	63.3	48.8	43.8	36.0
Rural farm	3.91	12	2.67	1.25	61.7	44.4	44.5	25.5
West:								
All urbanization	6.53	18	5.41	1.12	69.8	57.9	41.5	37.4
Urban	6.87	19	5.75	1.13	71.0	59.7	42.2	38.2
Rural nonfarm	4.25	12	3.09	1.16	61.8	42.7	40.4	32.6
Rural farm	4.14	10	3.38	0.75	62.7	55.6	26.1	29.6

1/ All food includes money value of food home-produced, federally donated, and received as gift as well as expenditures for purchased food at home and away from home.

2/ Received as guests in homes or in public eating places, paid for by expense accounts, or received free at work or at school.

3/ Includes households not classified by income.

Household Food Consumption Survey, 1965-66.

unrelated to the size of family in households with four or more persons.

Expenses for snacks was related to family size but per person expenditures varied. Six-person households spent four times as much as 1-person households. Larger households apparently eat out less often but spend more on snacks away from home.

Meals Without
Direct Expense

One-third of the families in the United States reported receiving some free meals during the survey week in spring 1965. Most free meals are received as guests in other people's homes or, in some cases, as guests at public eating places. They also include meals paid from expense accounts and those received free at work or at school.

Cross-sectional differences in proportions of families reporting free meals were not great. The greatest proportion of families reporting free meals was among rural nonfarm families, the lowest was on farms. There were few regional differences, but more western city families reported meals as guests

than did those in other regions. The proportion reporting free meals did not vary with family income nor with household size except that somewhat more 1-person households were invited out.

Summary

Total constant dollar expenditures for food away from home changed little during the 1950s and early 1960s. But, since 1963 there has been a steady increase. However, these trends apply only to personal consumption expenditures so may understate the entire market. Families seem to have adjusted to rising prices by snacking at home rather than at public eating places but by dining out very little more. Shifts to suburban living and home entertainment may also have been responsible for these trends.

There has been a trend toward farm families behaving more like city families and toward southern families responding more like the rest of the country. Farm family expenditures for eating out were more closely related to income in 1965 than in the earlier survey. Apparently, both regional and urbanization differences are diminishing.

